



FEMA

Fact Sheet

Last Updated: June 3, 2011
Contact: FEMA News Desk, 202-646-3272

READY CAMPAIGN INFORMATION FOR PEOPLE WITH DISABILITIES AND OLDER AMERICANS

Ready is a national public service advertising (PSA) campaign produced by The Advertising Council for Federal Emergency Management Agency (FEMA), which is designed to educate and empower Americans to prepare for and respond to emergencies including natural disasters and potential terrorist attacks. As FEMA encourages families to prepare for emergencies through *Ready*, we are regularly asked if there is information appropriate for seniors and individuals with disabilities. In response to these requests, the *Ready* Campaign has partnered with several national organizations to develop emergency preparedness information for older Americans and people with disabilities.

- The *Ready* Campaign consulted with a number of organizations experienced in the health and well-being of older Americans and people with disabilities to develop *Ready* information tailored to their unique needs. These organizations include AARP, American Red Cross (Red Cross), the National Organization on Disability (NOD) and the National Fire Protection Association (NFPA).
- Included in this *Ready* Campaign information are brochures and instructional videos that highlight the key steps older Americans, individuals with disabilities, their families and caretakers should take before emergencies occur. The brochures and videos encourage these Americans to make an emergency supply kit including food and water, medications and medical records, and personal items such as eyeglasses, hearing aids, wheelchair batteries and other appropriate supplies. The communication pieces also recommend that individuals develop an emergency plan that considers their unique needs and a personal support network they can call upon in the event of an emergency. In addition, the brochures and videos urge Americans to learn more about the types of emergencies that can happen in their area and the appropriate responses.
- The U.S. Census Bureau estimates more than 94 million Americans are over age 50. According to the National Organization on Disability, 54 million men, women and children in American have disabilities.
- For free copies of the emergency preparedness brochures for older Americans and people with disabilities, visit the *Ready* Web Site (www.ready.gov), or call 1-800-BE-READY. As of June 3, 2011, nearly 6 million *Ready* brochures for older and disabled Americans have been distributed. Additionally, the instructional videos for older Americans and people with disabilities and special needs are available on www.ready.gov for individuals to view or save for later use.
- The *Ready* Campaign highlights public emergency preparedness through National Preparedness Month, a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. In 2009, the *Ready* Campaign was joined by nearly 5,000 NPM Coalition Members to educate individuals, families and communities on the importance of emergency preparedness.